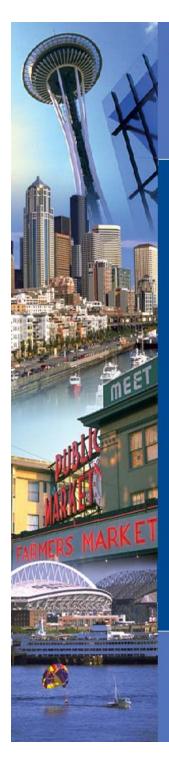






# 7 ANNUAL SMALL BUSINESS CONFERENCE

THE WASHINGTON STATE
CONVENTION AND TRADE CENTER



# 7<sup>TH</sup> ANNUAL SMALL BUSINESS CONFERENCE

# The 5 P's of Federal Business Development

P.J. Boyle Collins Consulting, Inc.







# **Collins Consulting Overview**

- IT services and products
- 14 years in business
- Top secret facilities clearance
- Nationwide staff of over 140
- One of the largest, best established SDVOSBs in the country
- Core competencies:
  - Turnkey design and implementation solutions
  - Systems operations and maintenance









# The 5 "P"s of Marketing

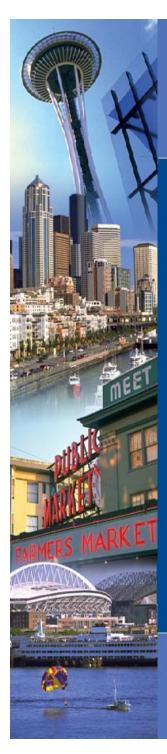
#### **Traditional Marketing Mix**

- Product (or service)
- Positioning (target market)
- Price
- Place (distribution channel)
- Promotion (selling, packaging, ads)









# The 5 "P"s of Marketing

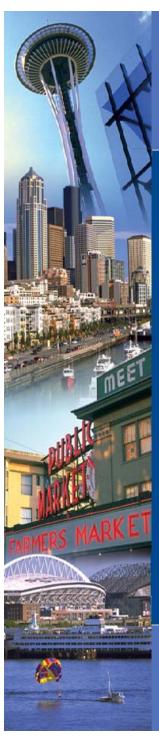
#### Federal Business Development Mix

- Prepare
- Plan
- Persist
- Patience
- Perform









- Prepare internally:
  - Know your company's strengths
    - Focus (hone your 'elevator speech')
  - Establish your geographic coverage area
  - Review existing relationships and project experience
    - Teaming opportunities
    - Convey to federal market









- Plan for prospects you will develop:
  - Know the client's mission, legislation and mandates
  - Know the rules
    - No entitlements
  - Know the players
    - Review org. charts
    - OSDBU
  - Review Forecast
  - Attend Outreaches, Expos, Conferences









#### Plan for prospects you will develop:

- Segment
  - Federal Civil Agencies
  - DOD
  - Large Primes
  - Medium Integrators
  - Small Business Enterprises









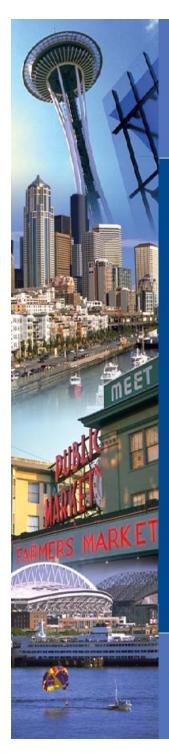
#### Plan for prospects you will develop:

- Prioritize
  - Existing customers
  - Budgets
  - Related project experience
  - Prospect's programs and plans
  - Local market presence









- Persist :
  - Build relationships
    - Multiple entry points
    - Revisit targeted prospects
  - No entitlements









#### **Persistence**

"Nothing in the world can take the place of Persistence."

- Talent will not; nothing is more common than unsuccessful men with talent.
- Genius will not; unrewarded genius is almost a proverb.
- Education will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent. The slogan 'Press On' has solved and always will solve the problems of the human race."

- Calvin Coolidge









#### Patience :

- Government buying cycles
  - "There's a difference between the use of pre-existing contract vehicles and open market buys, position your company accordingly."
- Orders vs. Contracts









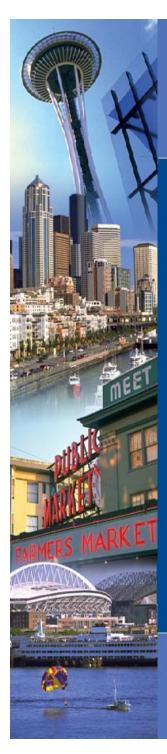
#### Perform :

- Business development follow-through
- Present conforming, profitable proposals
- Meet project deliverables
- Assure positive references









# The 5 "P"s of Marketing

#### Federal Business Development Mix

- Prepare
- Plan
- Persist
- Patience
- Perform









#### **Put COLLINS To Work For You!**

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